Streaming’s Next Act
Consumers identify three big issues eroding their streaming experience.

Frustrating “rabbit holes”
While growth in streaming services has given consumers an explosion in choice, it’s also created considerable complexity. As they adopt more platforms, consumers must manually browse through different services, screens, and menus until they eventually find what they’re looking for.

Inefficient bundles
Incomplete or inaccurate recommendations and, hence, often irrelevant content, is unfortunately the norm for most consumers today. That’s because only consumers’ own remote truly knows everything consumers watched.

Scattered algorithms
Inefficient bundles

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<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Respondents</th>
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<tbody>
<tr>
<td>Brazil</td>
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<tr>
<td>Canada</td>
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<td>France</td>
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<td>India</td>
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<td>South Africa</td>
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<td>UK</td>
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<tr>
<td>US</td>
<td>1,000</td>
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About the research
Accenture conducted research to gain an understanding of global consumers’ preferences, beliefs and behaviors on their video content streaming experiences. The online survey of 6,000 consumers age 18+ in 11 countries was designed to identify significant changes to the existing D2C media regime and offer suggestions for brands across the media spectrum to adapt their model to be more relevant and successful with customers. Fieldwork was conducted between October and November 2021.

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